

FIG. 1

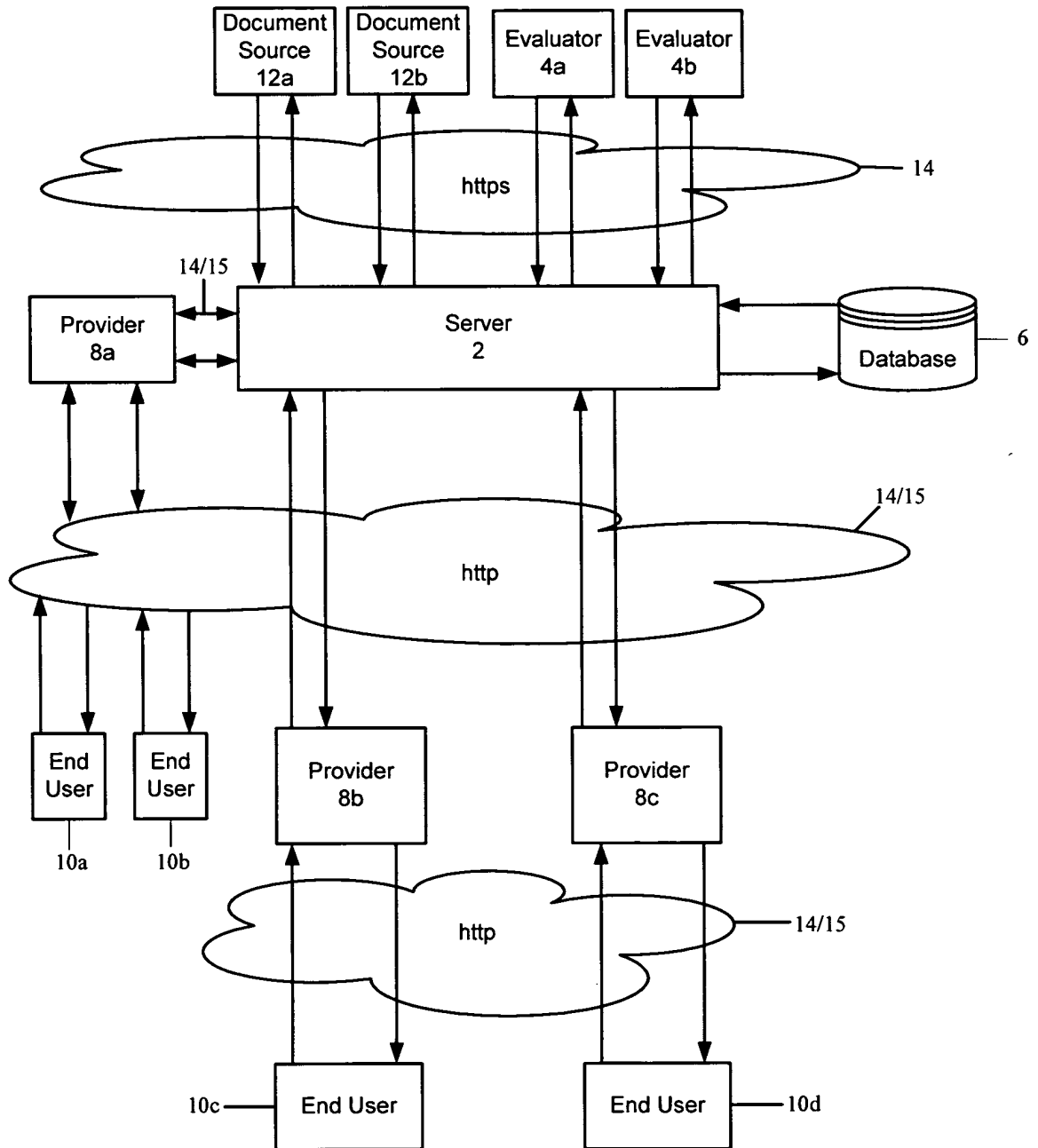


FIG. 2

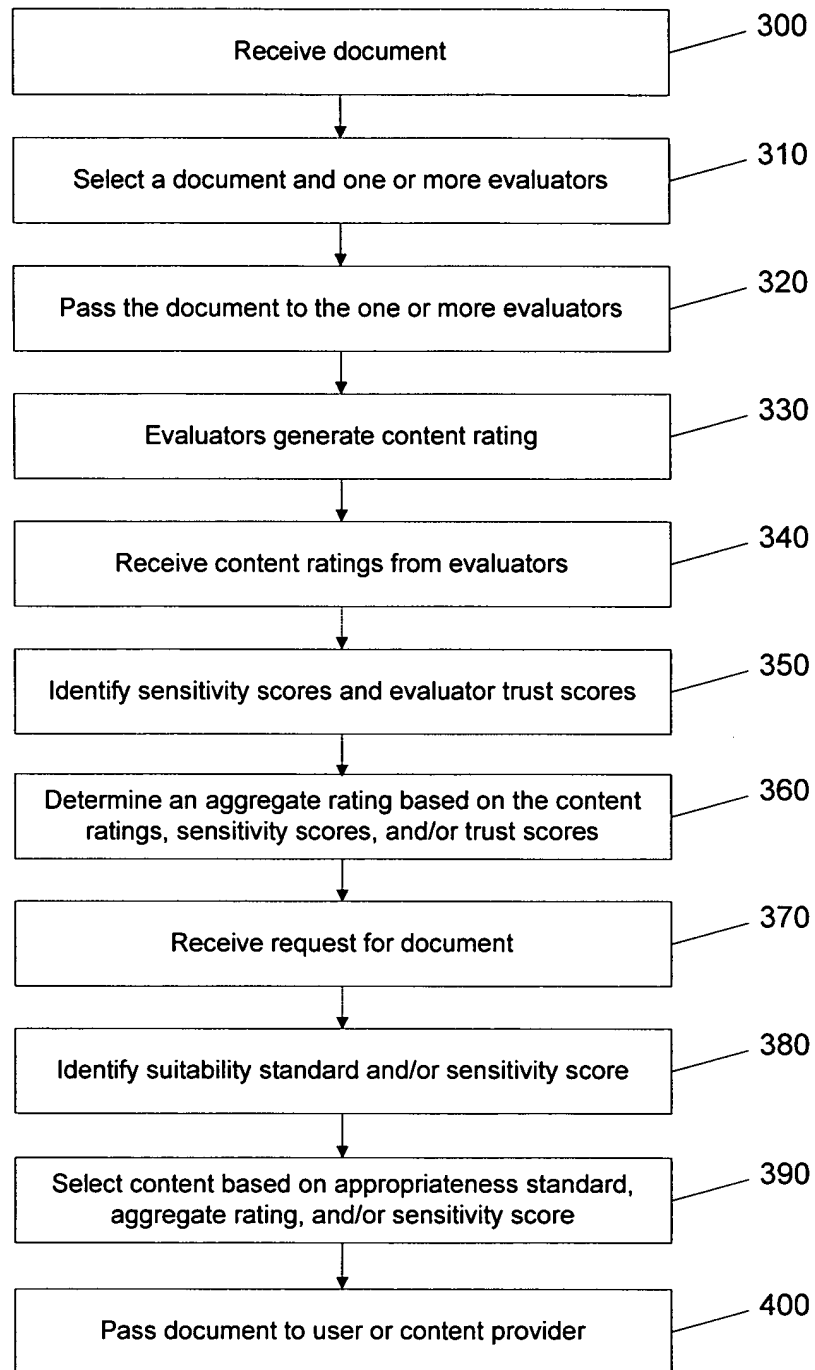


FIG. 3

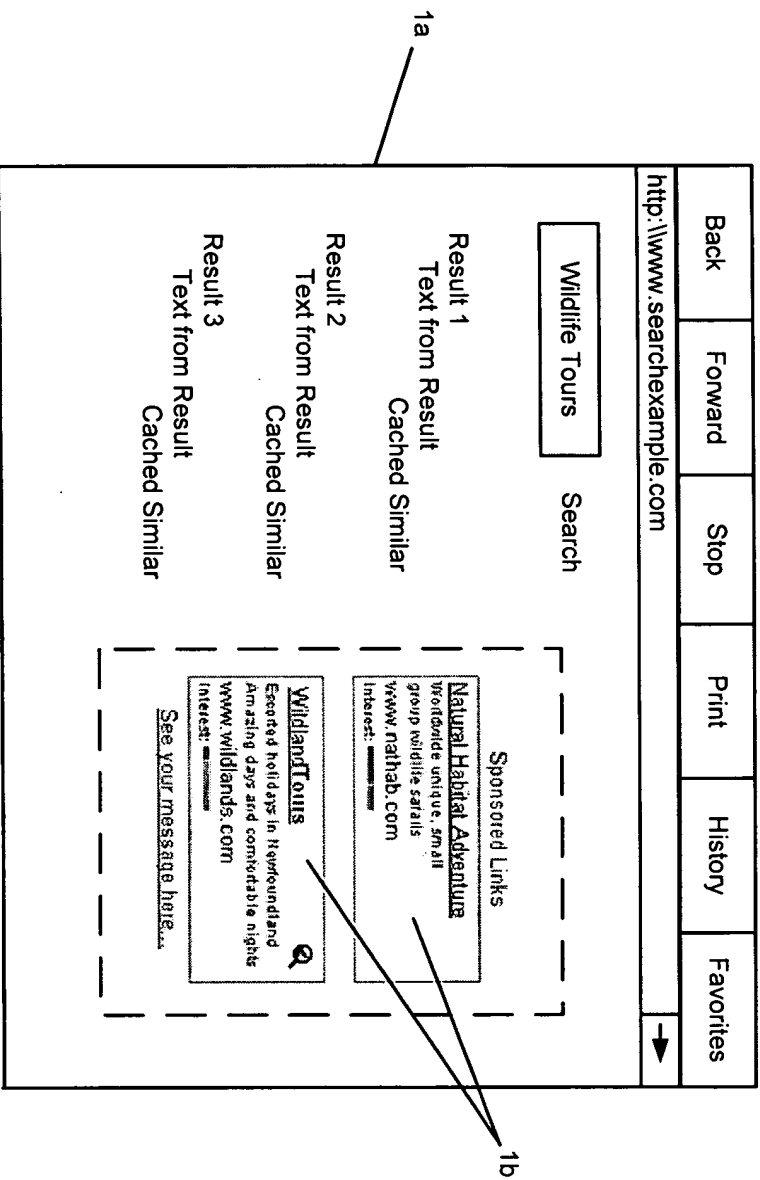


FIG. 4

Evaluator Questionnaire

Document: Petchow Dog Food Advertisement
Owner of Document: OwnerCo, Inc.
Creator of Document: CreatorCo, Inc.

50

Name of evaluator:
Address:
City, State, Country:
Evaluator entity:

On a scale of 1-10, where ten is the largest amount (or highest degree) and one is the smallest (or lowest), please rate the document according to the following criteria:

50a

1. Violent content: _____
2. Sexually explicit content: _____
3. Content inappropriate for children: _____
4. Content inappropriate for teenagers: _____
5. Content relating to the consumption of alcohol or drugs: _____
6. Content inappropriate for persons of a particular race:
please name the race _____
7. Content inappropriate for a specific religion or creed:
please name the creed _____
8. Content inappropriate for a specific national origin:
please name the national origin: _____
9. Foreign language content: _____
10. Offensive audio content: _____
11. Offensive video content: _____
12. Is this document suitable for children? (Yes/No) _____
13. What time of day may this document be shown (check all that are applicable):
_____ 6am-7pm; _____ 7-11pm; _____ 11pm-6am
14. Is there any reason this document is not suitable for the average person?
If yes, please explain: _____

50b

50c

- A. How many inappropriate words were used in this document?
If yes, which word(s)?
- B. What is the length of this document?

FIG. 5

Evaluator Questionnaire

Document: Petchow Dog Food Advertisement
Owner of Document: OwnerCo, Inc.
Creator of Document: CreatorCo, Inc.

Name of evaluator: John Smith
Address: 123 Oak Terrace
City, State, Country: Springfield, IL
Evaluator entity: Booze DistributorCo.

On a scale of 1-10, where ten is the largest amount (or highest degree) and one is the smallest (or lowest), please rate the document according to the following criteria:

1. Violent content: 4
2. Sexually explicit content: 6
3. Content inappropriate for children: 5
4. Content inappropriate for teenagers: 1
5. Content relating to the consumption of alcohol or drugs: 1
6. Content inappropriate for persons of a particular race: No
please name the race _____
7. Content inappropriate for a specific religion or creed: No
please name the creed _____
8. Content inappropriate for a specific national origin: Yes
please name the national origin: Canada
9. Foreign language content: minimal
10. Offensive audio content: heavy metal music in background
11. Offensive video content: woman wearing bikini
12. Is this document suitable for children? (Yes/No) _____
13. What time of day may this document be shown (check all that are applicable):
_____ 6am-7pm; _____ 7-11pm; _____ 11pm-6am
12. Is there any reason this document is not suitable for the average person? No
If yes, please explain: _____

- A. How many inappropriate words were used in this document? 1
If yes, which word(s)? sucks
- B. What is the length of this document? medium

FIG. 6